

Chapter 1— Introduction: Forecast for Luxury Travel through 2010.....	6
Special Investigation: Luxury Consumers and their Travel Plans through 2010	6
Quantitative research methodologies.....	8
How the Recession Has Impacted the Luxury Travel Market	8
Luxury travel purchase incidence from 2007 to1-3Q2009.....	8
Amount Spent on Luxury Travel from 2007 through 1-3Q2009.....	9
<i>Figure 1: Travel Spending by Demographic Segment 2007-2008</i>	9
Foreign Travel Choices	10
<i>Figure 2: Type of Foreign Travel Bought</i>	10
Domestic Travel Choices	11
<i>Figure 3: Type of Domestic Travel Bought</i>	11
Luxury Hotel Brand Preferences	12
<i>Figure 4: Luxury Hotel Brand Purchases</i>	12
>>Luxury Marketers: Take Action.....	13
Travel Plans through 2010	14
Expectations of Business Travel.....	14
<i>Figure 5: Number of Business Trips Planned through 2010</i>	14
Trends in Business Travel.....	15
<i>Figure 6: Trends in Business Travel through 2010</i>	15
>>Luxury Marketers: Take Action.....	16
<i>Figure 7: Business Travel Experiences Expect More, Same, Less through 2010</i>	17
<i>Figure 8: Trends in Business Travel Spending through 2010</i>	18
Expectations of Personal Vacation, Leisure Travel	19
<i>Figure 9: Number of Personal Trips Planned through 2010</i>	19
Personal Travel Experiences Planned.....	20
<i>Figure 10: Personal Travel Plans through 2010</i>	20
Expected Spending on Personal Travel.....	21
<i>Figure 11: Expected Personal Travel Spending through 2010</i>	21
Trend in Spending on Personal Travel	22
<i>Figure 12: Trend in Personal Travel Spending through 2010</i>	22
>>Luxury Marketers: Take Action.....	23
<i>Figure 13: Trends in Business & Personal Travel through 2010</i>	23
What Factors Are Most Important When Selecting Hotels for Personal Travel.....	25

<i>Figure 14: Features Most Important When Selecting Hotel Room for Personal Travel</i>	25
>>>Luxury Marketers: Take Action.....	26
Most Desired Travel Experiences & How They Select Destinations	28
Personal Travel Experiences Most Desired	28
<i>Figure 15: Most Desired Travel Experiences, Index 2006 & 2009</i>	28
<i>Figure 16: Most Desired Travel Experiences by Demographic Segment</i>	30
Factors Influencing Personal Travel Decisions.....	31
<i>Figure 17: Features Influencing Personal Travel Decisions</i>	31
>>>Luxury Marketers: Take Action.....	34
How They Plan to Book their Next Personal Travel Experience.....	35
<i>Figure 18: How Next Personal Travel Experience will be Booked</i>	35
<i>Figure 19: Travel Booking by Online, Direct, Travel Agent</i>	36
>>>Luxury Marketers: Take Action.....	37
Foreign Destinations Affluents Plan on Visiting through 2010.....	38
<i>Figure 20: Top Destinations for Foreign Visitors through 2010</i>	38
<i>Figure 21: Detail of Travelers' Plans by Continent and Country Listings</i>	41
Prospects for Luxury Travel Through 2010	41
>>>Luxury Marketers: Take Action.....	43
>>>Luxury Marketers: Take Action.....	45
How affluents get their biggest luxury kicks – From luxuries for their homes, their person or those they experience .	47
<i>Figure 22: Source of Greatest Luxury Satisfaction (2009 & 2006)</i>	47
Demographic distinctive	48
<i>Figure 23: Source of Greatest Luxury Satisfaction by Age (2009)</i>	48
<i>Figure 24: Experience as Source of Greatest Personal Satisfaction by Generation (2009)</i>	49
>>>Luxury Marketers: Take Action.....	50
Chapter 2 — Luxury Tracking Study Topline Findings	52
Affluent Consumers Come Roaring Back – At Least Some of Them – as Consumer Spending on Luxury Rises Sharply	52
<i>Figure 25: Luxury Consumption Index</i>	52
Recovery? Whoa! More like re-alignment of expectations.....	54
Luxury Consumers' Feelings of Financial Well-Being	56
<i>Figure 26: Feelings of Financial Well-Being</i>	56
Spending Trends on Luxury In Past Twelve Months	57

<i>Figure 27: Trends on Spending on Luxury in the Past Twelve Months</i>	57
Luxury Consumers' Future Spending Expectation	58
<i>Figure 28: Trends in Spending on Luxury in the Coming Twelve Months</i>	58
Confidence in Financial Health of Country.....	59
<i>Figure 29: Financial Health of the Country</i>	59
Financial Prospects in Next Twelve Months.....	60
<i>Figure 30: Financial Prospects Next Twelve Months</i>	60
Investments and Savings in the Current Quarter.....	61
<i>Figure 31: Trends in Saving and Investing Now Compared with Twelve Months Ago</i>	61
Investments and Savings in the Coming Year.....	62
<i>Figure 32: Trends in Saving and Investing in Coming Twelve Months</i>	62
Ways Affluent Consumers Are Changing their Lifestyles.....	63
<i>Figure 33: Changes in Luxury Consumer Lifestyles</i>	63
Prospects for Holiday Gift Spending, Christmas 2009.....	64
<i>Figure 34: Spending Trends Holiday Gift Giving, Christmas 2009</i>	64
Total Luxury Purchase Incidence	65
<i>Figure 35: Overall Luxury Purchase Incidence (All Affluent Consumers)</i>	66
Key Finding: Implications For Marketers on Purchase Incidence.....	66
Luxury Purchase Incidence	67
<i>Figure 36: Luxury Purchase Incidence</i>	67
Luxury Consumers' Average Spending on Luxuries	69
<i>Figure 37: Average Spending on Luxuries</i>	69
Fastest Growing Major Product Categories by Percent Change in Spending.....	71
<i>Figure 38: Major Categories by Percent Change</i>	71
Spending by Income Segment	73
<i>Figure 39: Luxury Spending by Income Segments (current quarter and same period year ago)</i>	73
Total Spending by Age Segments	75
<i>Figure 40: Total Spending on Luxury by Age Segments -- Young Affluents and Over 40 Year Olds (Current period and same period previous year)</i>	75
Total Luxury Spending by Gender	77
<i>Figure 41: Total Spending on Luxury by Gender (Current period and same period previous year)</i>	77
Trends in Spending by Key Demographic Segments	79
<i>Figure 42: Trends in Spending on Luxury by Demographic Segment (Age, Gender, Income)</i>	79

Trends in Spending by Demographic Segments in Major Luxury Categories	80
<i>Figure 43: Home Luxury Spending Trends by Demographic Segment</i>	80
<i>Figure 44: Personal Luxury Spending Trends by Demographic Segment</i>	81
<i>Figure 45: Experiential Luxury Spending Trends by Demographic Segment</i>	82
Where Luxury Consumers Shopped for Their Luxury Goods.....	83
Home Luxury Goods.....	83
<i>Figure 46: Favorite Shopping Destinations for Home Luxury Goods Shoppers</i>	85
Personal Luxury Goods.....	86
<i>Figure 47: Favorite Shopping Destinations for Personal Luxury Goods Shoppers</i>	87
Luxury Shoppers' Favorite Department Stores	88
<i>Figure 48: Store Brand Usage for Any Luxury Shopping</i>	88
Appendix A: Luxury Tracking Survey Methodology	90
Quarterly Tracking of Luxury Consumer Purchasing	90
Luxury Travel through 2010 Was Investigated in More Depth	92
Sample Demographics	93
Income Demographics	93
<i>Figure 168: Income Demographics</i>	93
Gender	94
Age Distribution	94
<i>Figure 169: Age Distribution</i>	94
Generations	95
<i>Figure 170: Generations</i>	95
Other Demographic Variables	96
<i>Figure 171: Employment</i>	97